

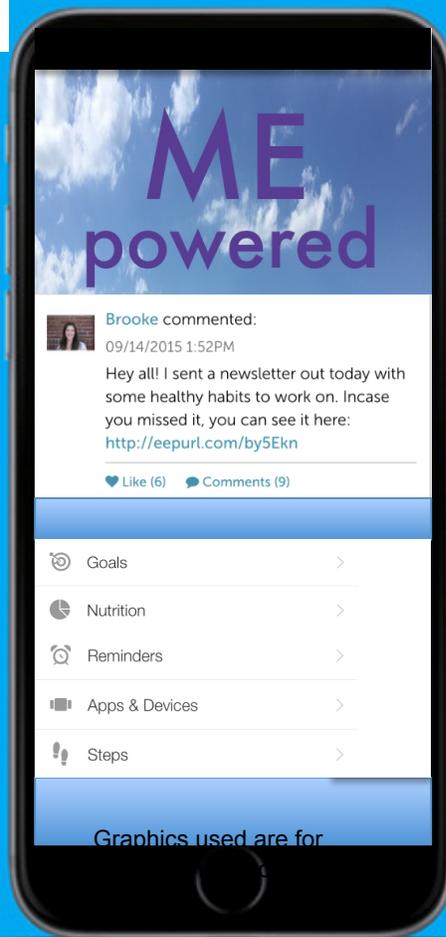
Comprehensive Personalized Risk Reduction Program Overview

Like a **mom** –
encouraging
and
rewarding



A private social
community of
people with
similar risks

Like a **coach**
– setting
goals and
monitoring
progress



Like an
**Electronic
Health Record**
– storing
relevant health
and lifestyle
data



A **trusted
source** of
relevant
evidence-
based
information



An **alarm
clock** for
task alerts
and
reminders